

# How to Start a Work-From-Home Business

Gain Lifestyle and Financial Freedom by Building an Online, Location-Independent Business



**Course Book**

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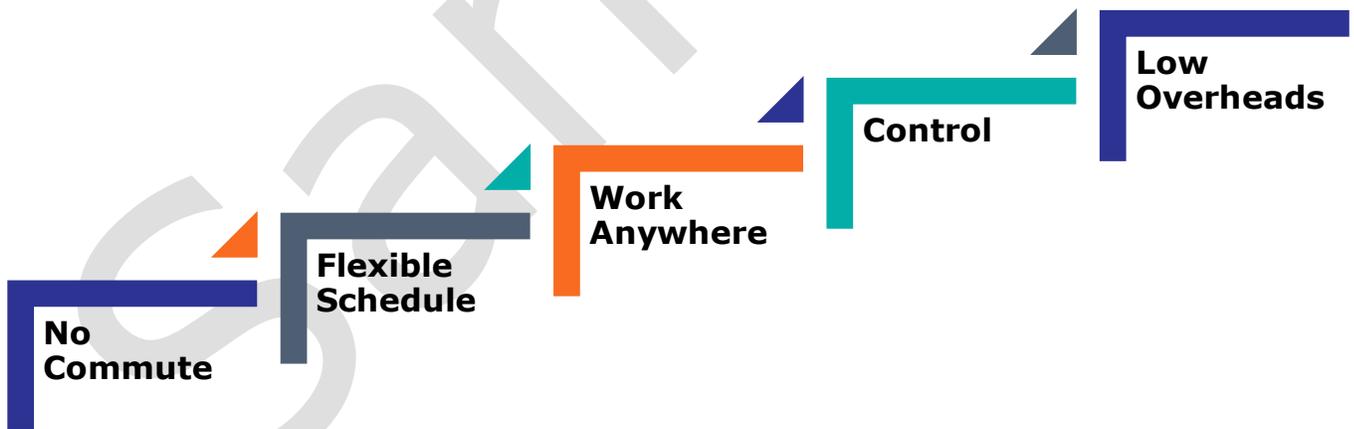
# Introduction

**M**ore and more people today are choosing the flexibility and control of working from home over a traditional 9-5 office job. With new technologies and a growing cultural emphasis on work-life balance, it's now possible to work from anywhere with just your laptop and an internet connection.

Working from home allows you to create your own schedule and work on your own terms. And by starting your own online business, you can work with clients and customers from around the world.

Why else do people choose to work from home?

Here are a few popular reasons:



- **No Commute.** You no longer have to deal with the hassle of commuting, while you also save the time you would ordinarily spend driving or riding the train.
- **Flexible Schedule.** Working from home allows you to set your own schedule and work at the times that are best for your lifestyle.
- **You Can Work Anywhere.** With an online business, you don't even have to work from home. You can be location-independent, working any place you have an internet connection. It's a great option for people who travel often or have no fixed address.
- **Control Over Your Working Life.** Although it's not an easy change to make, most people find that their work is more fulfilling when they're in charge. When you control your own time, you'll feel happier, healthier, and more creative.
- **Low Overhead Costs.** There are some overhead costs to an online business you run from home, but you don't need to pay the usual fixed expenses of a traditional business, such as renting an office space.

While it is possible to relocate many existing jobs to a home office, this course will focus on the steps you need to take to set up your own online business, either at home or in whatever location you please.

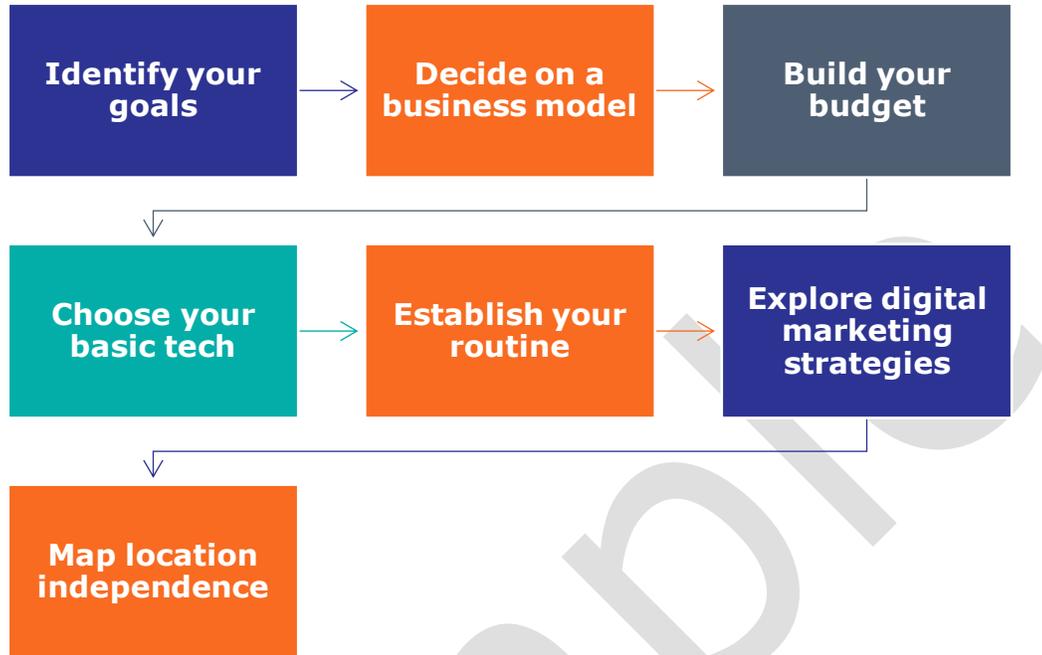
Ready to get started?

Here is the roadmap you will follow through the course:

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Your Company Name

<http://www.YourWebsiteHere.com>



By the time you finish the course, you'll have your own Work-From-Home Business Plan and be ready to take the leap.

### **Learning Objectives:**

By the time you complete this course, you'll be able to:

- Identify your goals for your work-from-home business, so you can determine if working from home is right for you.
- Decide on your business model and how you will earn money, both in the short and long-term, so you know what you can do right now and what you can work towards in the future.
- Choose your payment processor and build your budget, so you have a system in place to access your funds and determine how much you need to cover your costs.

- Identify the basic tech that you need and any specific tech for your business niche, so that you are prepared to work from home in a professional environment.
- Establish your work-from-home daily routine, so that you can maximize productivity and avoid common organizational pitfalls.
- Explore digital marketing strategies, so that you can find the most effective ones for your niche and start growing your business's presence online.
- Map your steps to becoming location independent, so that you can take your work on the road and run your business from anywhere in the world.
- Consolidate and implement your learning and plan your next steps, so you can achieve the goals you set for this course.

This course is broken down into 8 modules to take you step-by-step through the process of starting a work-from-home business that can also be online and location-independent.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

### **Action Step:**

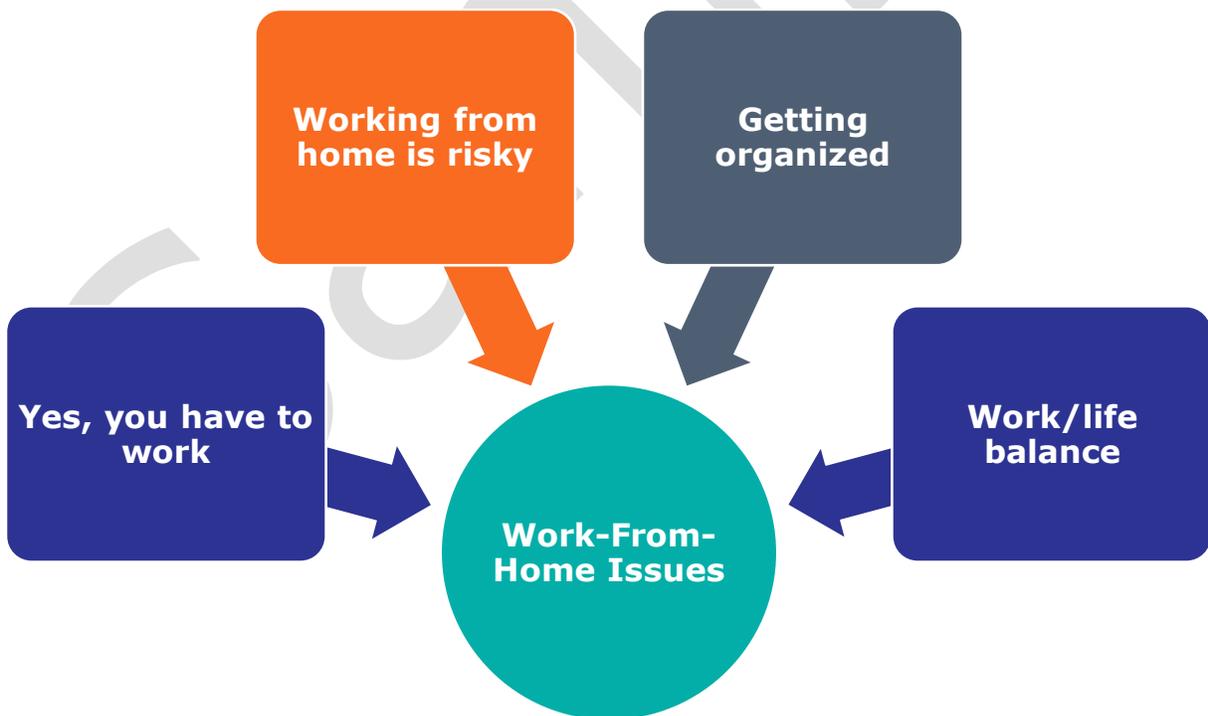
1. Describe what your life will be like with a work-from-home business.

# Module 1 – Set Your Goals for Your Work-From-Home Business

Although there are many benefits to this style of working, it's not right for everyone. Working from home presents its own set of challenges, and you should consider these before you decide whether it's right for you.

## Is Working from Home Right for You?

Here are some of the top issues to think about as you move ahead in the course and set your goals for working from home:



- **Yes, You Have to Work.** Ignore anyone selling you the idea that you'll be sipping pina coladas on the beach every day. Even though you're eager to abandon the traditional day job, there is still a great deal of work to do. In fact, you may even have more work at first as you get yourself set up and learn how to best work in your new environment.
- **Working from Home Is Risky.** When you give up the office job to set up your online business, the trade-off is security. When you work for yourself, you must find and secure customers and clients. Many freelancers and online entrepreneurs face fluctuations in income from month to month. This is something you need to be prepared for.
- **Get Organized.** Without a boss and managers guiding you to make sure you're on track, you will need to be self-disciplined and organized. There are many simple techniques you can learn to accomplish this, but you need the drive and self-motivation to do it.
- **The Work-Life Balance.** With an established workplace, it's easy to draw a line between your work and your personal life. When you're not at work, you're off the clock. When your business location is your home, you'll have to find your own balance. You need to stay on track when working, and make sure you can relax and recover when you're not.

You can get used to the change and mitigate the risks by planning well before you make the leap to work from home, and that is exactly what you will do in this course.

The first step is to clarify your "big picture" goal for deciding to work from home. Why do you want to make this change?

**ATTENTION:**

This is only an excerpt from our full course **How to Start a Work-From-Home Business**. The full, customizable course contains 8 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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